

WHAT IS CLAIMED IS:

1. A method for generating a market model for a marketing activity associated with an enterprise, the method comprising the steps of:

defining a tier object representing a relationship between the enterprise and a target group;

defining a target object associated with the tier object, wherein the target object is associated with a target group;

defining a campaign object, wherein the campaign object is associated with an objective of the marketing activity;

defining a program object, wherein the program object is associated with the campaign object and wherein the program object corresponds to an objective of the campaign object;

defining a tactic object, wherein the tactic object is dependent upon the first program object; and

generating the market model using the tier object, the target object, the campaign object, the program object and the tactic object.

2. The method of claim 1, further comprising the steps of:

associating timing data with the tactic object; and

generating a timeline object based upon, at least, the timing data that is associated with the tactic object.

3. The method of claim 1, further comprising the steps of:  
  
    defining a company object; and  
  
    defining a connector object linking the company object and the target  
  
object.
4. The method of claim 3, wherein the company object comprises:  
  
    an organizational object.
5. The method of claim 3, further comprising the step of:  
  
    associating the connector object with the campaign object.
6. The method of claim 1, further comprising the step of:  
  
    defining an analysis object.
7. The method of claim 6, wherein the analysis object comprises:  
  
    a marketing operational reporting object.
8. The method of claim 6, wherein the analysis object comprises:  
  
    a marketing results reporting object.

9. A method for generating a market model for a marketing activity associated with an enterprise, the method comprising the steps of:

defining a tier object representing a relationship between the enterprise and a target group;

defining a target object associated with the tier object, wherein the target object is associated with a target group;

defining a tactic object, wherein the tactic object is associated with the target object; and

generating the market model using the tier object, the target object, and the tactic object.

10. The method of claim 9, further comprising the step of:

defining a campaign object, wherein the campaign object is associated with an objective of the marketing activity.

11. The method of claim 10, further comprising the step of:

defining a program object, wherein the program object is associated with the objective of the marketing activity; and wherein the tactic object is associated with the program object.

12. The method of claim 9, further comprising the step of:

defining an organization object associated with the enterprise.

13. The method of claim 12, wherein the organization object is associated with the campaign object.

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14. An article of manufacture comprising:
- a computer readable medium;
  - a plurality of instructions stored on the computer readable medium, the plurality of instructions configured to cause a computer to:
    - define a tier object representing a relationship between an enterprise and a target group;
    - define a target object associated with the tier object, wherein the target object is associated with the tier object;
    - define a campaign object, wherein the campaign object is associated with the objective of the marketing activity;
    - define a program object, wherein the program object is associated with the campaign object and wherein the program object corresponds to an objective of the campaign object;
    - define a tactic object, wherein the tactic object is dependent upon the first program object; and
    - generate the market model using the tier object, the target object, the campaign object, the program object and the tactic object.

15. The article of manufacture of claim 14, wherein the plurality of instructions are further configured to cause the computer to:

- associate timing data with the tactic object; and
- generate a timeline object based upon, at least, the timing data that is associated with the tactic object.

16. The article of manufacture of claim 14, wherein the plurality of instructions are further configured to cause the computer to:

define a company object; and

define a connector object linking the company object and the target object.

17. The article of manufacture of claim 16, wherein the plurality of instructions are further configured to cause the computer to:

associate the connector object with the campaign object.

18. The article of manufacture of claim 14, wherein the plurality of instructions are further configured to cause the computer to:

define an analysis object.

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19. A market model for managing a marketing activity associated with an enterprise, the market model comprising:

a tier object representing a relationship between the enterprise and a target group;

a target object associated with the tier object, wherein the target object is associated with a target group;

a campaign object, wherein the campaign object is associated with an objective of the marketing activity;

a program object, wherein the program object is associated with the campaign object and wherein the program object corresponds to the objective of the campaign object; and

a tactic object, wherein the tactic object is dependent upon the first program object.

20. The market model of claim 19, further comprising:

a company object; and

a connector object linking the company object and the target object.

21. The market model of claim 19, further comprising:

an analysis object.